



NEWS RELEASE

For immediate release, Oct. 10, 2012

Contact: Fred Gaskins | fgaskins@hampton.gov | 757-727-6191

22 Lincoln Street | Hampton, VA 23669

City manager Bunting receives leadership award from international management group

Hampton City Manager Mary Bunting is in Phoenix today, Oct. 10, to receive a Strategic Leadership and Governance Award for the city's "I Value" campaign.

The award from ICMA, an international management organization for local governments, recognizes "innovative and successful local government programs that have significantly affected an organization's culture or strategic direction." Hampton won top honors among cities with populations above 50,000.

The city's innovative and open process of collecting citizen input before drafting a budget was also honored last month when Bunting was named a White House Local Innovation Champion of Change.

"I am honored that we have received this international award for strategic leadership," said Bunting. "The credit goes to the staff who helped build the outreach efforts and to the community members who stepped forward to become involved in shaping the budget and setting our priorities as a city."

When she became city manager in 2010 - after serving as assistant city manager for 15 years - Bunting immediately faced a \$19 million budget shortfall. Some tough funding decisions had to be made, and the city manager decided that maximum community input was needed.

With a blend of traditional in-person meetings, social media and "virtual" community discussions, the campaign helped city officials and citizens focus on Hampton's core values. "The city can do many things, but we can't read minds," Bunting told citizens when the campaign began. "We are facing budget challenges and need your input. Please tell us what you value and together we will shape our future. I value your input. What do you value?"

Today, the civic engagement tools of “I Value” are being used for the annual budget and other projects, including the community plan update, waterways management discussions, and the five-year capital spending plan.

It’s not the first time Hampton has been honored for its civic engagement projects. Last year, the city won the Thomas H. Muehlenbeck Award for Excellence in Local Government, presented by the Alliance for Innovation, and was a finalist for the Reinhard Mohn Prize, presented by the Bertelsmann Foundation in Germany. In 2010, Hampton was honored with the Governor’s Technology Award for Innovation in Local Government.

Based in Washington, D.C., the ICMA was founded in 1914 as the City Managers’ Association, a professional organization for appointed city managers and administrators. The organization changed its name in 1989 to the International City/County Management Association, and in 2005 it agreed to go by the four-character abbreviation ICMA. The association represents 8,000 local government executives and urban experts worldwide.

###